ABSTRACT

A method for delivering content to a plurality of mobile devices communicatively coupled to each other via BLUETOOTH technology and participating in a communication network is provided. The content includes a plurality of data types and is delivered from a service provider to at least one of the mobile devices depending on the characteristics of the data and the characteristics of the device. The method includes the steps of associating a user with a global profile having the characteristics of the devices and user attributes, storing the global profile on the service provider; dynamically selecting an optimal communication protocol for transport of the content based on the data type and selecting at least one of the mobile devices being best suited to receive the data type. Thus, the content is routed to one of the devices in accordance with the global profile, data characteristics and prevailing network conditions.

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